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INSPIRING CONFIDENCE,
EVERY DAY

The Lee® Brand Selects VMLY&R as Global Lead Creative Agency

CHICAGO (Feb. 28, 2020) — Lee®, the iconic worldwide apparel brand that is part of Kontoor Brands (NYSE: KTB), a global lifestyle apparel company, today announced that VMLY&R will serve as the brand’s lead creative agency of record. The new relationship further amplifies Lee’s commitment to accelerating the brand’s global growth by sharpening its focus on connecting with consumers through new and innovative brand experiences and must-have clothing made for life’s opportunities.

“As stewards of the iconic Lee brand, we have the opportunity and responsibility to innovate and modernize not just our products, but also how we engage and connect with consumers around the world. With the selection of VMLY&R as our lead global agency, we are confident that we have the ideal partner to help accelerate the Lee brand’s growth around the world,” said Chris Waldeck, Executive Vice President and Global Brand President, Lee. “Together with the team at VMLY&R, we will energize creative excellence and develop relationships with our customers in new and exciting ways.”

VMLY&R will immediately work alongside Lee to build on the brand’s rich 130-year history as a denim icon, and strengthen its lifestyle and fashion positioning.

“We’re thrilled to work with the Lee brand not just because of their legacy, but also because of their ambition to innovate the iconic brand for new generations,” said Michelle Derderian, Executive Director, VMLY&R. “Lee and VMLY&R are like-minded, driven partners, and we’re excited to power the brand’s presence globally.”

“Denim, like very few other articles of clothing, tells a real and engaging story through the wear, wash and personalization of the owner. This story only gets deeper, more beautiful and interesting with age,” said Betty Madden, Vice President, Global Design, Lee. “Lee, a denim pioneer, is one of the original fashion storytellers. Together with VMLY&R, we will lean into our rich heritage to inspire the next chapter of our brand’s storied legacy.”

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About Lee

Lee®, a Kontoor Brands (NYSE: KTB) brand, is an iconic American denim and casual apparel brand. Lee’s collections include a uniquely styled range of jeans, pants, shirts, shorts and jackets for men, women, and boys. Founded by H.D. Lee and backed by 130 years of purposeful design and craftsmanship, Lee’s innovation, versatile styling and superior fit continue to inspire generations of brand loyalists. For more information, please visit www.lee.com.

About VMLY&R

VMLY&R is a global brand and customer experience agency that harnesses creativity, technology, and culture to create connected brands. The agency is made up of more than 7,000 employees worldwide with principal offices in Kansas City, New York, Detroit, London, São Paulo, Shanghai, Singapore and Sydney. VMLY&R works with client partners including Colgate-Palmolive, Danone, Dell, Ford, New Balance, Pfizer and Wendy's. For more information, visit www.vmlyr.com. VMLY&R is a WPP company (NYSE: WPP).

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